

Busy Trading Area Here Caters To Wants of Resident and Visitor

Excellent Shops Offer Wide Variety of Wares; In Fact, Anything You Are Seeking

Visitors to Southern Pines not realizing the seasonal expansion from a permanent population of some 2,555 to many times that number during the winter months, wonder at the unusual number of excellent shops displaying everything from the necessities of life to the luxuries thereof for a cosmopolitan clientele.

But few of the establishments are small, all being devised to supply their wares to a constant stream of customers. Several would be unique in a large city for the variety and completeness of their merchandise.

A complete census of those cater-

ing to the wants of the public includes three drug stores, four markets, seven groceries, a fruit store, a department store, one dry goods store, three ladies' wear shops, one men's wearing apparel, one children's wear, one tailoring establishment, two dry cleaners, one laundry, a gift shop, two novelty shops, one "5 and 10," five beauty parlors, one greenhouse, two florists, one jeweler, two shoe repairers, two barber shops, two radio dealers, one photographer, one decorator, one book store, one billiard parlor, one grain, feed and seed house.

A Little Bit of Everything

There are seven real estate agents, four insurance offices, five builders, one hardware store, three paint sup-

ply houses, one plumber, two tin-smiths and furnace men, one oil heat and refrigeration contractor, one electricity shop, two furniture repair shops, one second-hand furniture store, five garages with capable mechanics for repairs to all makes of cars, three riding stables, several taxi services, three express and delivery services, one lumber yard and cabinet shop, one power and light company, two telegraph offices, telephone headquarters, a motion picture theatre, a bank, two printing plants, two newspapers, two undertakers, and an Alcoholic Beverage Control store.

Seven large hotels, four large boarding houses, and twenty of smaller size, with several fine apartment houses, serve to house a large number of seasonal residents who also have, when needed, the services of five doctors, one chiropractor, one osteopath, one eye and ear specialist, four lawyers and two dentists.

There are six churches, a country club, a men's club, the Civic Club, lodges of the Masonic orders, I. O. O. F., Junior Order, U. A. M., Spanish War Veterans, American Legion, Veterans of Foreign Wars, D. A. R., Kiwanis Club, Chamber of Commerce and Boy Scouts.

PINEBLUFF

Mrs. Hazel Allison and Mrs. Gussy Gibson spent Thursday in Charlotte. Mr. and Mrs. Frank Rexford of Earlville, N. Y., arrived Saturday for the winter.

Mr. and Mrs. Edwin Swan and daughter, Miss Lucy Swan returned to their home here last week after spending the summer in Earlville, N. Y.

Mrs. M. F. Butner and Mrs. Purvis Ferree spent Tuesday in High Point and Greensboro.

Mr. and Mrs. F. F. Kruggs and Mrs. Mary Morehouse of West Long Branch, N. J., arrived in town Monday.

Mr. and Mrs. Joseph Schack of Danbury, Conn., are occupying the Blue Bird.

Mr. and Mrs. Edgar Horne were callers to their home in Valdosta, Ga., last week by the death of Mr. Horn's brother.

Mrs. Groulan McCaskill of Candor spent several days last week with her parents, Mr. and Mrs. J. R. Lampley.

Mrs. W. D. Shannon, Miss Helen Dearborn and Mrs. J. H. Suttentfield attended Achievement Day held by the Lee County Demonstration Clubs

Union Service

First of Season Series in Southern Pines at Wide Fellowship Church Sunday

The first Sunday night union service of the session in Southern Pines will be held at the Church of Wide Fellowship at 8:00 o'clock next Sunday night, November 29. The sermon will be delivered by the Rev. J. Fred Stimson, pastor of the First Baptist Church, on the theme, "The Inevitable Query." Singers from all the churches are invited to help lead in the musical service. A general invitation is extended to all in the community who have no other church appointments to join in these union services.

in Sanford Thursday.

T. A. Rice is improving after an automobile accident last week.

Mr. and Mrs. E. Remington of Cazenovia, N. Y., arrived at their home here Tuesday.

Mr. and Mrs. C. O. Doughty and children spent the weekend in Kinston with relatives.

Mr. and Mrs. J. W. McMullen of Boston, Mass., arrived at their home here Friday after spending the summer in the north.

Mrs. J. H. Suttentfield, Mrs. A. L. Van Boskerk and Mrs. Marvin Kinlaw attended Achievement Day in Rockingham Friday.

Mr. and Mrs. John Wells and Mrs. Laura Austin of Friendship, N. Y., arrived in town Monday for the winter.

Mr. and Mrs. Charles Davis of Cazenovia, N. Y., arrived in town Friday. They will occupy Dr. Royce's cottage this winter.

Mr. and Mrs. Charlie Deyoe of Belfast, N. Y., are visiting Mr. and Mrs. J. L. Deyoe.

Mrs. Lawton Foushee and daughter of Richmond spent last week with Mrs. Foushee's parents, Mr. and Mrs. J. R. Lampley.

Miss Mildred Brooks of Hamlet is visiting Mrs. C. L. Jackson.

Mrs. Hazel Allison and Mrs. Robert Stuart spent Friday in Red Springs.

Little Eloise Adcox, daughter of Mr. and Mrs. O. C. Adcox, celebrated her third birthday anniversary last Tuesday. Games and contests were enjoyed and later ice cream and cake served. There were 18 guests present.

Sandhills Land Development One of Major Federal Projects

The Sandhills Land Development Project was approved for purchase in August, 1934, by the Land Utilization Division of the Agricultural Adjustment Administration of the Department of Agriculture. The sum of \$925,000 was approved for the purchase of 100,000 acres of land. This was later revised and to date 63,000 acres have been acquired, or are being acquired as fast as the title work can be cleared, at an average price of \$8.77 per acre. To Dr. R. Y. Winters, Director of the North Carolina Agricultural Experiment Station, Raleigh, A. D. Robertson, Agricultural agent, Richmond county, E. H. Garrison, Agricultural agent, Moore county, and the untiring efforts of former Regional Director Carl C. Tay the responsibility for the initiation of the Sandhills Land Project.

The project is located in parts of Richmond, Moore and Scotland counties about 15 miles from the world-renowned winter resorts of Pinehurst and Southern Pines, 15 miles from Hamlet, the main terminal of the Seaboard Air Line Railway, and about 15 miles from the industrial centers of Rockingham and Laurinburg.

The purchase Area of this project lies in the heart of the Sandhills Problem Area of North Carolina. This Problem Area of approximately 1,830,000 acres constitutes the largest submarginal land area designated for evacuation of population, in the report on North Carolina to the National Resources Board. It includes parts of Richmond, Montgomery, Moore and Scotland counties and comprises approximately 425,000 acres.

For the Sandhills Project, it was proposed to acquire in the Problem Area 65,000 acres of land which could be blocked up into suitable forest and wild life unit.

Due to the sterile nature of the soil, the area is submarginal for agricultural production, notwithstanding the fact it is located in a region of long, frost-free, growing seasons and ample rainfall. The soils run sufficiently near the surface to make spots within the depth of thirty feet.

Agriculture has been practiced in the area for well over one hundred years and was capable of sustaining the population that lived within the area when farming was not supplemented by cash income from the turpentine industries.

The population trends in the area are marked by three phases. The area was first settled during the late Colonial period, at which time, and for approximately one hundred years thereafter, farmers practiced subsistence farming on the creek bottoms and in the area at that time. The increase in population beyond the present capacity of the soil to support it came from two chief sources: those who moved into the area as laborers in the turpentine industry and the lumber industry, and those who followed the unwise promotion of cotton, dewberries, peaches and tobacco within the area. These agricultural commodities were never paying enterprises except in periods of excessively high prices, and some of them have been almost completely abandoned within the area. As a result of the abandonment or failure of these farming enterprises, there are hundreds of families now within the area who find themselves without adequate means of support.

In the heart of the area, however, has been developed recreational projects at Pinehurst and Southern Pines which are of national renown. The population trends of the area in recent times do not reflect the true facts concerning those who must take their living from the soils, for many residents of the area are in fact non-residents who are connected with or are only visitors to these winter resorts.

Therefore, the families who are not dependent upon tourist trade, or who do not have profitable farms and whose only means of livelihood is the cultivation of worn-out soil, must give up and resign themselves to starvation or move to some other locality to start life anew. The Resettlement Administration makes it possible for these people to begin a better life in another community where they may enjoy greater advantages from profitable enterprises.

The Curb Market

is developing into an institution of which the community may well be proud.

It serves a double purpose:

1. It brings the women of Moore County farms into town once each week, gives them an opportunity to market their produce at a fair return and in turn to make needed purchase at local stores.
2. It presents to the Southern Pines housewives an opportunity to procure fresh-from-the-farm produce, financially aiding their neighbors from the farm and at the same time getting acquainted with the fine country folk who live 'round about us.

Southern Pines market each Saturday morning 8:30—1:00

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